



WFLX

ORDER

Print Date 09/12/12

Page 1 of 2

Flight Dates 09/19/12-09/25/12

Order Sep 00:15:00

Contract / Revision 819777 /

Product ALLEN WEST 4 CONGRES

Estimate # 06313313

Original Date / Revision
09/12/12 09/12/12Agency Com 15%
Billing Contact

Billing Type Cash

Order Type Political

Advertiser West, Allen/R/US House 18

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Agency Strategic Media Svcs

3299 K Street NW
Suite 200
Washington, DC 20007

Demographic A35+

Buying Contact

Sales Office H-DC

Rev Codes Agency Political Pol-Candid

3299 K Street NW
Suite 200
Washington, DC 20007

Sales Region National

Product Codes PL810

Agency Ref

Priority P 2

Advertiser Ref

Primary Account Executive
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	9	\$2,052.75	\$2,415.00	0.00	08/27/12	09/25/12	9	\$2,052.75	\$2,415.00
Totals	9	\$2,052.75	\$2,415.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WFLX	09/19/12	09/20/12	MORNING NEWS 7A FOX 29 MORNING NEWS	Comm	7-8A	--WT---	:30	2	\$100.00	P 2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WT---		2				\$100.00		0.00			
E 2	WFLX	09/25/12	09/25/12	MORNING NEWS 7A FOX 29 MORNING NEWS	Comm	7-8A	-1-----	:30	1	\$100.00	P 2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-1-----		1				\$100.00		0.00			
E 3	WFLX	09/19/12	09/21/12	AMERICA NOW 1-2P AMERICA NOW	Comm	1-2P	--W-F--	:30	2	\$75.00	P 2	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WFLX, West Palm Beach FL

Date:

9.18

I, Lara Marcello

being on behalf of Allen West, a legally

qualified candidate of the Republican political

party for the office of: US Congress

in the General

election to be held on 11/6/12

I hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	<u>WFLX #</u>	<u>819777</u>	<u>2052.75 net</u>		
	<u>WFLX #</u>	<u>790811</u>	<u>10561.25 net</u>		

Total Charges:

12614 - net

If programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below.

I represent that the payment for the above described broadcast time has been furnished by:

Allen West for Congress

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Greg Wilder - PO Box 1000, Deerfield Beach, FL 33441 877-906-2010

This station has disclosed to me its political advertising policies, including: applicable classes and rates, and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

7/15/10
Date

[Signature]
Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]
Signature

John Hershman
Printed Name

GM
Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Lara Marullo
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement.

☒ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.


signature of candidate or authorized committee

Lara Marullo
printed name

7/31/12
date



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO:	John Heislman	STATION:	WFLX
FROM:	Will Hildebrandt	HRP OFFICE:	Washington DC

REQUEST RECEIVED FROM

DATE: 6/5/12

BUYER:	Lara Marcello
AGENCY:	Strategic Media Services
ADDRESS:	3299 K St. NW Suite 200 Washington DC 20007
PHONE #:	202 337 5700
FAX #:	202 337 8484
OTHER:	

AVAILS FOR

COMMITTEE:	Allen West for Congress 2012
CHAIRPERSON:	
TREASURER:	
ADDRESS:	PO Box 1108 Stuart, FL 34995
PHONE #:	772 600 7123
FAX #:	877 906 2010
OTHER:	

FOR

CANDIDATE:	Allen West
OFFICE:	Congress
PARTY:	Republican

DAYPARTS:	ALL
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30'S
PROGRAMS:	ALL
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	